Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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THE OL' SWAN SONG Is Ripe Once More!

IN THE VALLEY OF THE MOON

AND THIS IS YOUR LAST MOONBEAMS for a while!

The Colonel and the Missus have sold their home on Third avenue, Boyes, and after all the odds and ends are cleared up, will take off for a rest of indefinite length. We'll most certainly spend some time back in Chatsworth, visit the Double Dee ranch in Three Rivers, and just may see a few other states.

Among a number of good reasons, principal one is that the hotter climate down south is better for the wife's arthritis, and we also like the dryer, warmer weather. She must wait for new permanent glasses before leaving, which means we'll still be around for a little while.

The Valley has been mighty good to us—the loyal advertisers and readers have made the long stay here most pleasant. There are quite a few paid-in-advance subscribers to Moonbeams, but does anyone want to bet that there won't be another Little paper of some sort—and the unexpired subscriptions will be completed.

It's a shame somebody doesn't continue Moonbeams or a similar type publication. It wouldn't make them rich, ever, but let's call it a low-paying hobby, with many satisfactions and certainly no monotony. Who wants to try it?

Anybody who thinks the 30-hour work week hasn't arrived hasn't been timing the coffee breaks. VALLEY JEWELERS, Boyes.

Y'know, always thought if there was a "last issue" we'd really go out after the chamber of commerce of the little city to the southeast. But we can't do it. (Might want to come back sometime.) So let's say something nice: The chamber staged a successful chess festival last year, for about the third year in a row. And it won first prize by sending a chunk of plaza dirt to the state fair in Sacramento by pony express (he must have ridden at least a mile). Four Sonoma industries

moved away, leaving several wineries and a metal working plant.

LIONS meet every Tuesday eve at Mission Inn, Boyes. Everything now pointing to Pancake breakfast April 5. The eats are superb!

Trouble is, Sonoma is neither physically or emotionally or socially suited to be an industrial city. The Springs area is. But the Boyes and Springs area needs a chamber of commerce of its own, as it had several years ago before it was cunningly sabotaged

This could become a wonderful valley—but not until some work is done. For recreation, health and sport the whole setup is ideal—but it isn't being properly promoted and exploited.

Let's hope that a few years hence plenty will have been done along these lines. Will be looking forward to our first return visit.

RICHFIELD SERVICE, main corner, Boyes. Best equipped station in the Valley. Bud Delaney, proprietor. S & H Stamps.

So let's end the swan song by thanking just about everybody for everything—and may you all live long and prosper.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

Did you look in on the Emmy awards? The dress suits of all the men were of course mandatory, but don't they look like a flock of penguins? And why do most of the popular male singers of today sound so much like dying calves when they hit the high notes?

SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, too. Seafood.

In just about two weeks you'll have to have that income tax return in. Ed Reedy, Springs tax expert and accountant, has been busier than the dickens, but probably could take on your return while the deadline approaches. Undoubtedly he can save you some money, and certainly a lot of trouble and worry.

MENDEL'S CAFE, Boyes Plaza. Serving daily from 12; Sunday, 5 to 10. Spanish foods. Pizza. Steaks. Seafood. Cocktail bar.

Comes a joint birthday celebration—Saturday, April 5— for Bart and John Seman of Junior's Resort in Boyes. Their birthday actually comes on the 7th. We know there'll be a free feed for all visitors who drop in with their congratulations. The Semans have owned the resort for nearly two years.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

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Saturday morning, April 5, Valley of the Moon Lions club will stage its annual pancake breakfast at the Woodleaf parking lot. Serving is from 7 a.m. to 1 p.m. You can get juice, bacon and eggs, pancakes, syrup and coffee or milk—all for $1 and you may get away with a second order. All proceeds go to Lions' civic activities—and there are many such.

DENNY'S COG CLUB, Boyes. Gathering place for sportsmen—fishermen, hunters, football and baseball fans. Congenial always.

WE LIKE LETTERS LIKE THIS:

Col. E. A. Little: Last night I read an article about you and your paper in the Hayward Daily Review. The delightful name of "Moonbeams" has intrigued me and I would appreciate it very much if you would send me a copy of the paper, any copy. Not knowing the cost, am sending a few stamps which should help in the handling and mailing. Sincerely, MRS. CLAUDE ROSS.

MIKE & ROSE'S MARKET, Boyes. Open Wed. to Sat. 10 to 6 except on Saturday, 9 to 7. Highest quality meats. Groceries.

"Oops, Colonel, who sold your house for you?" 'Twas a quick deal, engineered by Hazel Gertrude Mackey, real estate broker from San Francisco. For cash, too. Buyers are a retired couple, he a former railroad man—and they love the Valley.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Finest food always. Try our Clown Room. Henry Goulette, manager.

A date has been set—April 28— for the annual Father and Sons banquet, at Veterans' Memorial building, Sonoma. Some 500 men and boys will attend, local service clubs all joining in on the affair, with Lions club the official sponsoro. Al Gordon and "Babe" Pinelli are co-chairmen.

Among notables attending will be Manager Rigney of the San Francisco Giants, Walter Mails, Jerry Donovan and several of the Giants' players, who incidentally, will be guests at the Sonoma Golf and Country club that afternoon for a day of golf.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

Had quite a choice of titles for this week's headline—April Fools day, or Holy Week, to have been followed the next week or so with Easter Sunday and Big League Baseball. But we'll just have to let some other metropolitan and religious journal use 'em.

BATHHOUSE RESTAURANT, on the veranda. Merchants' light lunch. Giant Hamburgers, Farmerburgers. Finest food, low cost.

You know, we always have quite a supply of potential writeups, clippings we think interesting and what not. Here's a few of the notes we grabbed off the spindle this morning: A Lions club building, for

use of the club and the community; A Happy New Year all year—try any of these eating places; Need Our Own Chamber of Commerce; Incorporate; Demand we get a bank of our own; Pre-Primary Conventions, Cross Filing, and being forced to name your party—none of 'em good; Teachers' Salaries; Strikes O.K. when necessary, but mass picketing never; we saw the start of the CIO; Piano Factory in Oregone, Ill.; Vacations with Pay, Bonus, over-scale pay; Unions. But you won't see any of these subjects enlarged upon—not now.

BANCROFT NURSERY, Sonoma. Order your Easter lilies or other flowers right away. We deliver, anywhere. Hospitals, funerals.

It's alright to tell a girl she has pretty ankles, but don't compliment her too highly.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

PALMS INN, Verano. Meet Carl, Jerry,, Rene. Superb food and drinkables. Piano bar, too. The Inskeeps your hosts.

Letter to the Examiner:

Great day in the morning! I am a member of the female sex and was formerly proud to be. These sack dresses, chemise or whatever name you want to call them in polite terms are the most atrocious, ridiculous, asinine style to come along for some time.

I don't care what was popular three decades ago. Everything else has advanced so why should we go backwards? We aren't going to use gaslights; the horse won't replace the automobile . . .

Come on, ladies, let's all hold our heads high, shoulders erect and make our men proud of us by not giving in to dress designers' absurdities. Continue to please the men. Isn't that the most important reason why we use makeup and purchase our wardrobes, to impress men? I personally do not choose a dress with another female in mind. I have nothing to hide and I'm proud to be a woman.

CONSTANCE CLEVELAND

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain. A super drug store.

EL DORADO HOTEL, Sonoma. John Merlo, prop. Varied menu, Italian foods a specialty. Splendid cocktail bar. Finest food.

OH SEX WHERE IS THY HEX! What makes girls popular with boys on campus, and what makes boys attractive to girls? Willingness to neck and pet? Sex appeal? Good looks? Money? Guess again. Here are the top six traits considered the most important by both men and women students at the University of Michigan: 1. Being pleasant and cheerful. 2. A sense of humor. 3. Being a good sport. 4. Naturalness. 5. Considerateness. 6. Neatness.

Finally: three-fourths of the girls disliked men with "fast" reputations, and nearly three-fourths of the boys preferred the girls who had no reputation for necking and petting.

PAUL'S OLD RANCHERO, Verano. Superior dinners, cocktails. Banquets a specialty. Music Saturdays—Paul and Buff.

BOYES SPRINGS FOOD CENTER. A complete quality, one-stop market, with competitive prices. Take-out license. Stop in.

Man of the Hour: The fellow whose wife asked him to wait a minute.

Female Brain: A scheme engine.

BRBOADWAY CAFE, Sonoma. Mendel Cader, manager. A cozy bar and dining room, serving luncheons, dinners. Quiet, efficient.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

You see, we're using up as much of our "reserve" material as we possibly can this week. Here's the latest one to come in, titled "TO MENNY STUDANTS KANT SPEL WEL ENUF":

COLUMBUS, Ohio—To menny Ohio State unavursitie studants cant spel fer nuthin.

The hilarious—but somewhat dismaying—spelling foibles of today's college students have come to light in the latest issue of the Ohio State university monthly.

Sadly enuf (pardon, enough), spelling purists should know that many of the odd-ball spellings in the first paragraph were lifted from documents the students themselves filled out.

The report on atrocious spelling was made by Drs. William T. Palchanis and William C. Stahl of the university medical staff. They went to the trouble of putting quotation marks around the misspelled words, but here are some excerpts from their report, minus the identifying marks, just for fun:

"Students have reported on their medical histories such childhood illnesses as measels, bronicle nomonia, hooping cough, rumatic feavor and diptherie. During their adolescence many are afflicted with asma, accute apendisidus (usually followed by an appendictmy), heart mummers due to rheuemantic fever, stummach truble and toncilitas.

"As a hobbie some list swiming and bolling, some build model airplanse, while others are interested in antigue cars and saling boats. One just enjoys listening to musik.

"Many students in describing their present health will indicate it is excellent, some described it as vary good and others simply state they are in good phiscul and mentle condition."

FRANK BUCHBAUER (B & L Laundromat, Fetters), expert on all types of washers, automatic or regular. Work guaranteed.

LEE'S CHUCK WAGON, Sonoma highway. Prime ribs. Charcoal broiled steaks. Salad bar. Finest mixed drinks in western style.

We learn that the local postoffice staff members are making book on how long we'll stay away from the Valley. Favorite comment: "I'll give him about a year." How you bettin'?

SONOMA MISSION INN, Boyes. Splendid cuisine, excellent bar, and luxurious accommodations. Meet Millie, most nights.

FOUR CORNERS CAFE, So. Broadway. Pizzas, a dozen kinds. Latest addition, Linguica, a sensational pizza. Imported beer, too.

Coming up next is Holy week, beginning with Palm Sunday, then Maundy Thursday, Good Friday, and Easter Sunday April 6—a little earlier than usual this year. The kids will get a week's vacation, the churches have all scheduled special services. Most business houses will close for three hours on Good Friday, from noon to 3 p.m.

Then on Easter Sunday you'll see the bunnies and Easter eggs, with a good many ham and turkey dinners. Might be a good time to take the family out for dinner in one of the many good eating places in the Valley.

RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 taverns. Jack London liked the place. It's western!

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

A rich man is one who isn't afraid to ask the clerk to show him something cheaper.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12, Boyes. Fast service. Free pickup. All work done on premises. WE 8-5830.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

The plight of the automobile manufacturing industry is common talk. It is the chief topic in industrial and financial circles. What has happened? What is needed? What is the next move?

One year ago the big automobile makers apparently were attracted to some new bright lights, just like moths are attracted to lights. And the same thing has apparently happened—they have received some singed wings, to say the least.

One year ago the big automobile concerns took all their advertising out of the hands of their dealers. Throughout the years a certain sum of money was set aside from the sale of each car and the individual dealer had a voice in where and how that money was to be spent in advertising the cars he sold and his dealership. But one year ago all this was kicked out the window. The manufacturers in effect said, "We'll keep all of that advertising promotion money and we'll

spend it for you the way the experts decide upon—not the way you little dealers want it."

That is exactly what was done. Salem dealers had to put out the same money but they ceased to receive ads in the Salem area. And the occasional ads that were sent in the Salem area often appeared without the signature or identification of the local dealer.

The advertising money went to television, radio and metropolitan papers. And immediately, the Wall Street Journal reports on auto sales reflected a decline in demand. We do not claim that a continuation of advertising in all the local newspapers of the nation would have kept the auto manufacturing business hitting new production records—but we do point out that since the slump followed the drastic curtailment of advertising on the local level throughout the entire nation, it is a contributing factor.

When we spend money for something we spend it with the idea of bettering ourselves. When it fails to produce that betterment, then we conclude we have wasted our money.

The auto manufacturers are learning the hard way that the rural newspapers are still the top business-producing advertising mediums, no matter what the claims of others may have been. — Salem (Ind.) Republican-Leader.

OUR RESORT, El Verano. Home of draft beer, and the Stein Club. Harvey and Melina will serve you. Friendly atmosphere.

UNDER-COVER SHOP, Rustic Bldg., Glen Ellen. Lingerie, robes, imported blouses, nurses' uniforms, novelties. Reasonably priced.

Can't resist making a few predictions in this last issue of Moonbeams. Politically: Knowland will beat Brown for governor, Engle is the likely winner for U. S. senator, tho we'd prefer Christopher. Clem Miller will become U. S. congressman, Abshire state senator and Mel Larson will beat Carson Mitchell for supervisor, First district. Johansen should get the nod for sheriff.

Sports: Tigers in the American, Milwaukee in the National, Michigan State in the Rose Bowl.

You might keep this issue (a collector's item some day maybe?) and see how accurate we are.

B & L LAUNDROMAT, on hiway, Fetters. Save time and money —wash, dry, iron, right here. Especially during the cold season.

WAYNE POWERS, Pool Maintenance. Quality service. Chemicals, repairs, heaters. Six years in business. Call LIberty 5-2955.

A yachtsman we know told us that he bought his bountiful girl a bikini and anticipates seeing her beam with delight.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

An aging farmer, bored one winter afternoon, decided to take apart his old grandfather clock to see what made it work. Late the same day he had it back together again and it seemed to work as well as ever. In the early hours of the morning, however, the thing went haywire, striking 117 times before it finally stopped. His wife woke with a start.

"Jasper," she shouted, "you'd better get up. Darned if it ain't later than I ever knowed it to be before."

CHEF CARDINI'S RESTAURANT, Glen Ellen. Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.

A PROGRAM FOR THE SPRINGS AREA

Complete citywide paving, curbing, and sidewalks.
Roadside turnout parks (we're 20 years behind) thruout the Valley.
A name for Highway 12 suitable for our new city.
A bank of our own.
A local chamber of commerce, devoted to Springs area promotion.
Traffic and parking control in the entire area.
A bridge across Sonoma river, connecting Craig and Thompson.
A suitable name for the area, preliminary to incorporation as a city.
More facilities, use, and suitable names for local Recreation District parks.
Procuring of rural delivery and carrier service, from Boyes postoffice.
Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

JIM'S MEATS, at Boyes Springs Food Center. Top quality always. We cut to your order. Fresh poultry. Delicatessen department.

A Texas story now going the rounds concerns a man who struck oil and, with his new riches, built a mansion and three swimming pools. One pool he keeps filled with cool water and another with warm water; the third he keeps empty. Asked why, he explained: "A lot of my friends can't swim."

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

A Career: Something you study years to get into and then spend the rest of your life trying to earn enough to get out of.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

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